

Message Text

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64

ACTION ARA-10

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TO USDOC WASHDC

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UNCLAS BOGOTA 10337

E.O. 11652: N/A

TAGS: BEXP, CO

SUBJ: BOGOTA INTERNATIONAL FAIR

REF: USDOC 19587

PASS USIA/ICS FOR ELLY/LA FOR ESTES

1. DECEMBER 10 MEETING ATTENDED BY 75 REPRESENTATIVES OR AGENTS OF U.S. COMPANIES. EMBOFFS DESCRIBED COSTS AND OBLIGATIONS INCUMBENT UPON PARTICIPANTS IN TENTATIVE U.S. PAVILION AS WELL AS SPECIFIC RESPONSIBILITIES ASSUMED BY EMBASSY. DEADLINE OF DECEMBER 21, 1973 SET FOR SUBMISSION OF PARTICIPATION/COMMITMENT FORM ACCOMPANIED BY ADMINISTRATIVE FEE.
2. FOLLOW-UP MEETING HELD DECEMBER 17, 1973 TO SETTLE ANY LINGERING DOUBTS OR QUESTIONS ARISING IN INTERIM. LATTER MEETING ATTENDED BY 18 REPRESENTATIVES OR AGENTS OF U.S. COMPANIES. AS RESULT THIS MEETING WE EFFECTED TWO MAJOR POLICY CHANGES:
(1) ADMINISTRATIVE FEE (COSTS) CUT BY 34 P/C AND (2) DEADLINE FOR SUBMISSION OF PARTICIPATION/COMMITMENT FORM AND ACCOMPANYING ADMINISTRATIVE FEE EXTENDED TO JANUARY 16, 1974.
3. LATTER CHANGES PROMPTED BY (A) FEEDBACK FROM DECEMBER 10 MEETING, (B) THE RECEIPT OF FURTHER ENCOURAGING WORD FROM USIA CONCERNING A CENTERPRICE AND (C) REALITIES OF THE EXTENDED

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COLOMBIAN CHRISTMAS HOLIDAY SEASON (DECEMBER 15, 1973 THRU

JANUARY 7, 1974).

4. NO QUESTION THAT DECEMBER 17 MEETING SPARKED SHARP UPSWING IN PARTICIPANT INTEREST. TO DATE 15 REPRESENTATIVES OR AGENTS OF U.S. FIRMS HAVE REQUESTED A TOTAL OF 575 M2 OR 38 P/C OF THE 1,495 M2 AREA AVAILABLE FOR EXHIBITORS. WE ARE NOW THINKING IN TERMS OF INDEPENDENT PAVILION. EVEN PRIOR TO REDUCTION OF EMBASSY ADMINISTRATIVE FEE, EMB HAD RECEIVED FIVE CHECKS FOR 90 M2. REDUCTION OF FEE, WHICH WE ARE CONFIDENT WE CAN LIVE WITH IF USIA HELPS WITH CENTERPIECE, WAS DECISIVE TURNING POINT FOR BETTER. WE WELCOME CONTINUED USDOC ASSISTANCE IN GENERATING INTEREST.

5. INFORMATION KIT WITH LATEST CORRESPONDENCE INCLUDING COST BREAKDOWN BEING BOTH POUCHED AND AIRMAILED TO COMMERCE.
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